

Message Text

UNCLASSIFIED

PAGE 01 STATE 274103

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 TRSE-00 /021 R

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COM/SAD/JMURRIN
COM/NE/CBARRETT
COM/WE/WWARNES
COM/SE/EHEISER
COM/DM/HHEIKENEN

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R 132222Z DEC 74
FM SECSTATE WASHDC
TO AMEMBASSY BERN
AMEMBASSY COPENHAGEN
AMEMBASSY LONDON
AMEMBASSY PARIS STOCKHOLM
AMEMBASSY VIENNA
AMEMBASSY THE HAGUE

UNCLAS STATE 274103

E.O. 11652: NA

TAGS: BEXP, SZ, DA, NL, UK, FR, SW, AU

SUBJECT: UNITY BUYING SERVICE, HICKSVILLE, NEW YORK

1. THE UNITY BUYING SERVICE OF HICKSVILLE, N.Y. IS INTERESTED IN MEETING WITH ITS MAIL ORDER CATALOGUES COUNTER PARTS IN EUROPE FOR THE PURPOSE OF MUTUAL COOPERATION.

2. UNITY BUYING SERVICE IS A 60 MILLION DOLLAR DIRECT MAIL CATALOGUE FIRM WHICH IS INTERESTED IN EXPANDING INTO THE INTERNATIONAL FIELD. ON MAY 1, 1974 UNITY SIGNED A JOINT MARKETING AGREEMENT WITH QUELLE, THE LARGEST MAIL ORDER HOUSE IN GERMANY. UNITY WOULD LIKE TO MAKE A SIMILAR ARRANGEMENT WITH OTHER EUROPEAN DIRECT MAIL FIRMS.

3. ACTION REQUESTED: COMMERCE REQUESTS APPOINTMENTS BE MADE FOR MR. ALBERT FREEDMAN, PRESIDENT AND MR. BERNARD UNCLASSIFIED

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ZIMMERMAN, FINANCIAL ASSISTANT TO THE PRESIDENT OF UNITY,

WITH THE FOLLOWING MAIL ORDER HOUSES ON THE FOLLOWING
DATES FOR THE PURPOSES STATED:

1. FREEMANS (U.K.) MARCH 3, 1975
 2. LA REDOUTE (FRANCE) MARCH 4, 1975
 3. BLOKKER (NETHERLANDS) MARCH 5, 1975
 4. TER MUELEN (NETHERLANDS) MARCH 5, 1975

 5. ELLOS POSTORDER (SWEDEN) MARCH 6, 1975
 6. DOELLS VAREHUS (COPENHAGEN) MARCH 7, 1975
 7. CHAS. VEILLION (SWITZERLAND) MARCH 10, 1975
 8. MODENMUELLER (AUSTRIA) MARCH 11, 1975
- YOUR COOPERATION IS APPRECIATED. KISSINGER

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NNN

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
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Disposition Event:
Disposition History: n/a
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To: BERN MULTIPLE
Type: TE
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